

PLAIN TALKS

GULF STATES UTILITIES COMPANY

JANUARY, 1940

E. E. I. PRESIDENT STRESSES INDIVIDUAL'S RESPONSIBILITY

C. W. KELLOGG SAYS
IT'S UP TO YOU



It was upon Mr. Kellogg's recommendation that Stone & Webster bought the Beaumont property back in 1911. The talk he made at the meeting January 22 is reported in full below.

We all have different functions in the great service enterprise in which we are engaged,—like accounting, sales, engineering, or what not;—some are just starting out in business and others are far along on their course. But there is one thing we all have in common and that is our attitude, as citizens on the one hand and public servants on the other. This attitude is completely divorced from partisan politics because it is completely independent of party.

We may disagree as to the wisdom of this law or that, as to whether it is a good thing to borrow billions for public works when taxes are already at a level seriously to slow down business activity, as to many other governmental policies, but we must all agree that the progress we have made as a nation would have been impossible but for the ability of the people to govern themselves and but for a basic charter (our Constitution) which (1) protects the minority from the tyranny of the majority, (2) prevents one department of government from dominating another, (3) provides the maximum of local self government and (4) guarantees freedom to all.

The mere possession of a fine Constitution however, will not make a successful republic out of an ignorant or uncooperative mob—

as many a country has discovered frequently in the last one hundred years. On the other hand, the finest citizenship cannot become an effective nation without a fundamental basis of law that will give the individual man a free chance to work out his own career.

I hope there are none among you who believe the time has come when in our country the individual must be made completely subservient to the State. I hope this not because I am trying to put over any particular view of my own, but because of the hopeless and barren future for each of you that such a system would mean. Whether you agree with me or not, it is a fact that theoretically at least our American system is set up to provide the greatest freedom to the individual and to glorify the individual with respect to the State.

From the earliest days of the emergence of the individual as the most important unit in a community, difficulty has arisen from the necessity of compromising the situation where two individual freedoms come into conflict; and the result of these compromises

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TOTAL--64 YEARS



R. A. "Uncle Dolph" Delaroderie of Baton Rouge has the enviable and splendid record of 44 years of service with the Gulf States and its predecessor companies. Uncle Dolph is mighty proud of his record but is equally proud of the opportunity which presented itself when, as he was making service awards during the January All-Year meeting, he was able to present his son A. G. "Chick" Delaroderie, also of Baton Rouge, with an award for 20 years service.

ANNUAL SALES MEETING BIG SUCCESS

The general sales meeting held January 22 in Beaumont at Hotel Beaumont was unanimously pronounced the most successful and satisfying we have ever had.

Gen'l Sales Manager L. F. Riegel, as Master of Ceremony, opened the meeting with brief comments of welcome and stated that he looked to 1940 as a banner year for sales.

Vice-Pres. Tom P. Walker spoke on the ability of company employees to impress customers favorably with a smile and a cheerful word and went on to announce the new company Service Award Plan.

He personally made a 30-year club award to R. A. Delaroderie of Baton Rouge and spoke of the splendid record of his old friend, "Uncle Dolph," who is the oldest employee in point of active service.

Mr. Delaroderie then made awards to other 20-year and 30-year club members. He stated, that, "during a whole life devoted to my company I have learned that any man with the ability and the willingness to cooperate with a company will find it easy to serve that company long and well. This is the happiest day of my life and my wish for you is that you will always be proud of your button and that your button can always be proud of you."

Mr. Walker then made an honorary 30-year award to C. W. Kellogg, Pres. of the Edison Electric Institute in New York and honorary 20-year awards to Beaumont company attorneys W. E. Orgain and Y. D. Carroll.

A splendid and very interesting color movie of the system and personnel, was presented. This film was made by Louis Matthes of General Electric Co. Everyone was thrilled by this feature which was carefully planned and excellently photographed.

Opening the afternoon session, Vice-Pres. H. C. Leonard, Baton Rouge, introduced the principal speaker of the day, C. W. Kellogg of E. E. I., whose talk is reported in full elsewhere in this issue.

Mr. Leonard was the next speaker and left us with many good thoughts . . . "One reason for success is that we are able to harmonize so many different types of work in one unit."

"No matter how absorbed we are in our own work we must have a comprehensive knowledge of the business as a whole."

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E. E. I. PRESIDENT—

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has been the great body of our statute laws which are largely the result of trying to work out these compromises. The result of our laws is to restrict individual freedom here and there for the benefit of all. Where our laws are wisely framed they result in the maximum of individual freedom for one person computable with the freedom of others that can be worked out in such a complicated network of individual desires as are represented by 130 million people. Some feel that this process has been carried too far in recent years, but all can agree on the general basis upon which it rests.

The reason we all agree on the American Fundamental of individual freedom and individual initiative is the very practical one that it works—that it has so obviously been the mainspring of our astounding success and prosperity as a nation. Some people maintain that our success has arisen from our ability to cooperate,—our basic tenet of team play. But where pray does this cooperative ability arise except from the general belief that everyone is free to exercise his own talents with the most complete possible freedom so that by working with others one does not hurt himself?

As engineers we know that all forces in this world are in equilibrium. Every influence has its counterpart. The force accompanying individual initiative is individual responsibility. The fact that our American system glorifies the individual means inevitably that we depend upon the sum total of individual effort and accomplishment to make the whole body politic go. The sum of this effort and accomplishment is the addition of all the millions of parts that make up the sum. It is therefore only the value and integrity of the parts that will make the sum total what we want it to be. The quality of the beach is but the multiplied quality of each grain of sand.

This conception, with a great complicated structure like our body politic, may require imagination to encompass but it is fundamental to our success. It is the antithesis of "Let George do it"; it is the antithesis of state socialism. This conception may seem difficult to grasp with a body as large as our nation, but with our own utility organizations it ought to be clear and easy to visualize. The number of men and women on even a fairly sizable utility property is relatively small compared to the community it serves; we know that each of us has his own job to do; we know that the result for the company and for the service is the sum of what each of us does on his or her own job. We represent about one-half of one per cent of those actively employed in the community. We have been carefully selected and set aside so to speak to care for the life-giving and life-preserving electric service of the community.

Each of us carries his share of a tremendous responsibility. For each one of us someone has put up \$50,000 of capital, probably representing the contribution of thirty five investors. Each of us on the average represents the electric service of 500 men, women and children. So much for mere magnitude—and a sobering magnitude it is; but the responsibility goes further. For reasons which I have no time to go into now, the service we furnish is under attack by our government. It is beside the point to say

that the attack is merely the bitterness of a small determined minority; the fact remains that this group has succeeded in getting its prejudices or beliefs crystallized into legislation and appropriation aimed at our destruction. Much has been done and much can be done to stop or curtail this hate-generated attack through national publicity in the press and on the stump and with the members of Congress; but in the last analysis, the most effective defense must be the impression we make upon the minds and hearts of the people we serve. The public opinion of the nation is the sum of that of each community comprising it and each of these in turn has its grass roots in an individual customer. What that customer thinks will be a reflection of the impression he gets of our service. The predominant feature of that impression will be a human one for the reason that, physically, our service has reached a state of perfection, where, like the air we breathe, it is taken for granted.

These personal relationships are in our own hands. It is perfectly true that some of us, from the nature of our work, actually see and talk with more customers than do others; but that does not mean that any one of us has not a definite personal responsibility—to the investor who placed his savings in our care, to our fellow workers in our enterprise, and to the great public served.

There is another angle to the individual responsibility imposed by our free enterprise system and that is the responsibility of leadership. That word has been worn so threadbare lately that I hesitate to use it. What I mean to imply is the responsibility to pull one's weight in the boat. It is foolish to maintain, because we are born free and equal, that there is also equality in ability or talent. Everyday observation and the lessons of history show exactly the reverse. This puts on the more able members of the community the duty of exercising an influence comparable with his or her abilities. As I said, we are a select crew, each representing one in 500 of the community. For our own self respect, for the carrying of the special responsibilities resting on our shoulders, each of us must stand for his proportionate ability in character, in public spiritedness, and in conduct. This is not conceit or false pride, it is but carrying out the corollary of that individual initiative on which our institutions rest; namely that those of greater than average ability must carry a greater than average burden in maintaining community standards of morale and service.

Another of the cases of equilibrium of forces in the work-a-day world is the principle that we truly get only what we give. Some selfish or misguided people believe the reverse—that they get only what they can carve out for themselves. Such a philosophy not only defeats its own end (of getting) but what is obtained through it is tasteless and insipid. Show me the most truly successful man in a community and you will inevitably find he is someone who has all his life been giving of his thought and effort to others.

It is this principle that makes the public service such a fascinating and satisfactory life career. Its very success is proportionate to what can be done for others. It tends to make utility men and women happy and contented in proportion as they succeed in making the service they render perfect in quality, generous in quantity and cheerfully furnished withal.

S T A T I C

SNAPSHOTS — HERE AND THERE

W. H. Caswell, Sec'y. & Treas. of Gulf States Credit Union working with the Arrangements Committee during the January 20 Texas Credit Union convention in Beaumont V. C. Caruso, Baton Rouge lineman saying "I Do" January 6 . . . The blushing bride was Yvonne Babin George Dunlop, Beaumont Accounting, looking sorta' chesty over the recent birth of his second Son . . . Thelma Carson getting onto the ropes as new Home Economist on the Beaumont staff W. T. Thagard, Caldwell Dist. Sup't., joining the ranks of the "Grandpappies" with the November 23 advent of a daughter, Rebecca, into the family of Mr. Thagard' Son, Tom. . . .

Ruth Lee, Huntsville Cashier, stepping down the middle aisle with Walter Lynch of Conroe Gulf States office at Huntsville adjudged the most attractive of the commercial Christmas decorations, thanks to Display Artist Brice Pettie Howdy, to Thelma Fillyaw, the new cashier at Jasper who takes the place of Doris Flake . . . Doris and Val Blanchette, Jasper DR, have plans for the last of January. Do we hear more wedding bells? G. J. Gilmore, Alvin Serviceman, back on the job minus a set of pestiferous tonsils

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FACTS AND FIGGERS KW-H per home customer for December 1014 Three better than when we last reported in October Increase for the year 1939 was 27 KW-H per home customer over 1938 figure Mighty fine, mighty fine

A new community was added to our lines in the Navasota Division January 9, when the distribution system to serve Glendale located on the Groveton highway east of

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One now and then hears the statement that so and so "has a fine job!" The picture this produces in many minds is of a position or niche which some employer has created, which position is occupied by some lucky guy who has nothing more to do than to sit on the lid and hold it down. No picture could be further from the truth. Every man or woman who is permanently employed really has to make his or her own job. Its value and permanence depend upon what he or she puts into it. This should not be a disturbing thought, but just the reverse, because it means that our salvation, business-wise, is in our own hands. There is no such thing as "a fine job" except as the occupant of it makes it so by the way it is performed.

I congratulate you all upon being engaged in electric utility service because I know of no form of human endeavor in which a greater opportunity exists to get those true satisfactions from giving that the really satisfying job must offer. I do not congratulate you on having easy jobs because I know of nothing requiring more tact and self-control than the daily and hourly contact with human beings which your work entails. Easy jobs, however, are not pleasant jobs because they present so few occasions for service to others. This country was not developed by a lot of cissies doing easy jobs, but by men tackling hard jobs—and subduing them.

PLAIN TALKS

AT THE GENERAL SALES MEETING



*This is a speaker's-eye view of those present when the curtain went up on the January 22 meeting.
Insert—General Sales Manager Riegel calling the meeting to order.*

ANNUAL SALES—

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In speaking of the Sales department as a coordinating agency affecting every department and determining the growth and prosperity of the company, Mr. Leonard had a word of praise for those salesmen who had done outstanding selling jobs in 1939 in respect to greatest number of unit sales.

Most sales: 214 I. E. S. Lamps—R. J. Stephens, Baton Rouge division; 47 Electric Ranges—W. E. Dinkins, Port Arthur; 26 Electric Water Heaters—L. E. Mosier, Beaumont; 62 Electric Refrigerators—V. P. Parker, Baton Rouge.

Members of the Commercial Lighting department presented an interesting, humorous skit, on "Better Lighting Makes A Satisfied Customer." Miss Mary Lilyerstrom, Beaumont Accounting assisted Clarence Barron, Clay McCarroll (Brown of Brown's Corners) and Rufus Manley of Beaumont and Marcus Andrews of Navasota in the histrionics.

Davis M. Debard of Stone & Webster, New York spoke optimistically of 1940 as a big year for us for four primary reasons

(1) "Production in the heavy industries is up." (2) "Distribution nationally is on the upswing." (3) "Prices are right. Very few electrical items are higher than last year." (4) "Home construction, according to Government statistics, shows 40% increase in 1939 over 1938 with 1940 indicated as even better than this."

In Mr. Debard's opinion, "The Gulf Coast area has more promise than any other section of the country he has visited," "1940 should be a banner year for sales because, the outlook for this area is good, rates are such that they benefit all customers, advertising and sales plans are good, sales groups are capable and enthusiastic, executives are sales-minded, employees in all departments enter into sales campaigns whole-heartedly."

E. L. Robinson, Power Sales, declared that his department was "looking for a big year" and emphasized the fact that power engineers must work steadfastly to care for present power customers and be on constant lookout for new business. Mr. Robinson then introduced A. J. DuBus, L. Goodwin and C. F. Contois of Lake Charles, J. Kirby Jones, O. G. Floyd and H. C. LeVois of Beaumont, L. V. Dugas and Pete Guelfi of Baton Rouge, all members of the Power Sales group who, in turn, spoke briefly on the various types of power customers we serve. Each man displayed miniatures to represent the various types of customers. It was agreed that this method of presenting the power sales story was most effective and interesting.

P. P. Allen enthused the crowd with a summarization of 1940 merchandise sales plans and a review of 1939 results. Several points of interest were brought out: (1) Our appliance saturation being above national average speaks well for the sales organization. (2) Each month Gulf States takes on new customers equal in number to the population of a small town. (3) More efficient appliance operation tends to retard KW-H gain.

Mr. Allen announced 1940 sales campaigns and stressed the possibilities of 1940 with the sales tools at hand; good prices, reasonable terms, fine advertising program, home service facilities, good merchandise.

A skit entitled "How Not To Make A Sale" laid 'em in the aisles. Navasota Division salesmen Connie Winborn, Bill Earthman, Dean Saxby and Dick Eddleman were assisted by Phil Newman of Port Arthur.

Lake Charles Division came across with a skit entitled "You Ought To Sell 'Em This Way" which featured Ruth Landry, Mae Thompson, Lee Bordelon, Wiley Bowden, Olaf Jacobsen and Raymond McGowen. They

actually showed how a sale should be made and then went on to illustrate the proper follow up by a home economist to convert a satisfied buyer into a satisfied user.

There was not a dull moment during the morning and afternoon session. And as interesting feature followed interesting feature, enthusiasm grew.

Then Operating Manager Terrell was called upon "to close the sale" and he did just that in a too-the-point talk that proved to be a fitting climax to the excellent program.

"We are setting our course for the Sales-Ship", he said, "changing our bearings slightly during the year with each separate campaign.

If we follow this well laid out course we'll make our goal. Sales don't come easy, they come hard and we're starting right from here this minute."

Mr. Riegel officially closed the 1940 January meeting, calling attention to the banquet that was held later in the evening to honor leading salesmen for 1939 and also to pay tribute to salesmen qualifying for membership in the Reddy Kilowatt Salesmen's Club.

C. V. Merriam of Navasota did a fine job as Toastmaster during the program after the banquet calling on J. P. Knapp of Beaumont, P. P. Newman of Port Arthur, H. E. Braunig of Beaumont, F. F. Johnson of Navasota, C. M. Colyer of Lake Charles and Eldon Werner of Baton Rouge to make awards to salesmen winning all year prizes.

J. B. Hodge of Baton Rouge very ably made the prize awards to salesmen qualifying for membership in the fourth quarter of the Reddy Kilowatt Salesmen' Club.

AT KILOWATT COTTAGE



During December the Beaumont Home Demonstration Cottage was the scene for several company activities.

Top picture shows Pat "Santa Claus" Bishop passing out presents at the Christmas Tree party which was attended by Beaumont Mdse. Sales employees, their wives and guests.

Next is a group of Central Division sales members at lunch during the annual meeting held to announce quotas for the new year.

A similar meeting was held by the Beaumont Division sales group, 1940 bogies were announced and several of the Drs were enlisted to serve as apprentice cooks. L. W. Routt is shown carving a mean pot-roast while Max Thomas whips up the ingredients for a cake(?). Having completed their training, Randy McAlpine and Ralph Spafford received diplomas testifying to their cooking ability from Pat Bishop.

THEY DIDN'T SPOIL BROTH



Pictured are some of the Navasota Division members who attended the cooking school which was held in Navasota December 11 thru 21 and conducted by Home Ecs Ruby Nelson and Jackie Stockard.

This school was held for superintendents, DRs, and servicemen. Four men attended each day and worked in groups of two.

GOODBYE DC



December 12 was a red letter day for production, distribution and sales departments for it marked discontinuance of DC service in Beaumont and Ike Tevis could pull the switch at Tevis Street station on the DC generator which has served faithfully since the turn of the century.

During the past two years we have worked out satisfactory trades with eight elevator customers(consisting of 294 HP in elevator load, 100 ceiling fans, and miscellaneous motors.

The conversions from direct to alternating current equipment were handled in such a manner as to maintain excellent customer relations. The space now occupied by the direct-current conductors in the downtown area is badly needed for alternating-current distribution, and will be valuable to us for immediate use.

B. R. CELEBRATES CHRISTMAS



At the December Brelasco Social Club Christmas party for children, Santa Claus was the man of the hour. The Brelasco is a social activity of the entire Baton Rouge Division employees and their families.

December 21 was a big day for old Santa as the second picture shows him holding forth at the Christmas party of the Louisiana Station employees and their families. Although not pictured above, Santa also handed out presents among the Bus Garage employees.

The Brelasco Club celebrated the passing of 1939 with a dance at the Baton Rouge Golf and Country Club on December 30. All present voted thanks to Bill Parker, Sales and Pat Murphy, Louisiana Station, who, as committee-in-charge, arranged for tasteful decorations and splendid music.

In the bottom pictures are shots of the December 18 get-together staged by the Electric Distribution department employees and guests to celebrate 207 consecutive no-lost-time accident days. Bill Bell, Gen'l. Sup't., presented 44 safe-driving awards of which 15 represented periods of 4 years or more of safe-driving. D. H. Kirk, Elec. Div. Sup't., handed out 56 Bureau of Mines certificates for proficiency in First Aid. H. C. Leonard, Vice-Pres., spoke briefly on the history of utility operations and linked the improvement in equipment and service with the advances in safety practice. A steak supper was served and several entertainers performed during the evening.

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Trinity was completed. In the future, additional customers, including the Saglen School, will be added to the present 15 users

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NEWCOMER



Miss Ann Mathis at the ripe, old age of 2 days. Miss Ann was born December 11 to Mr. and Mrs. F. E. Mathis of Lake Charles. Proud Papa, well-known as "Booby", is connected with the Lake Charles Planning Department. . . Another newcomer into the G. S. U. family is Carol Sue Johnson who's papa, C. E., works at Neches Station. . . .

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SHORT, SHORT STORY Add "buck-fever" victims Just before the deer season closed, Wiley Sadler of Groveton in the Navasota Division was out with a party of friends to take advantage of their last chance to kill a Buck As they scattered out to have a better chance of bagging something, Wiley was travelling a dim trail through the underbrush when he heard a noise to his right Wiley turned quickly and found himself in the presence of a big Buck and Doe Things happened fast Wiley attempted to raise his gun for the kill Shot the top out of a tree Then, either the gun kicked out of his hands or he just hauled off and threw it at the deer Anyway, Wiley ended up with no gun, no deer and the nervous jitters

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BITS FROM BEAUMONT Allen Bingham, Accounting, recently a bridegroom Elizabeth "Bobbie" Hopkins, Purchasing, and Jake Haxthausen, Accounting, surprised us all by announcing their intent to wed come February Tom P. Walker, vice-president found an old wartime buddy in the person of Lieut-Col. P. W. Clarkson when the latter was in Beaumont inspecting our national guard unit Mr. Walker, then an Army Lieutenant, and Col. Clarkson both fought with the famous First Division AEF during the World War. . . . Welcome to Mildred Bell, new in Beaumont Steno Welcome also to young Robert L. Wynn, III. Proud father is Bob Wynn of Beaumont Accounting. . . .

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NOTES FROM NECHES . . . T. W. Rubottom, Westinghouse engineer, is supervising the annual inspection at Neches Power Plant . . . At present No. 3 Turbo-generating Unit is under the glass . . . Ike Tevis has left his old stomping grounds at Tevis Street

Plant and is now working at Neches . . . C. W. Doucet has transferred from Neches to the Tevis Street Plant . . . H. C. Zabriskie recently resigned and left Neches Station to accept a Civil Service position at the Federal Corrective Institute at LaTuna, Texas. . . .

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ORCHIDS FOR ED



A bouquet to Ed Mathews of the Jasper Plant. Ed rigged up the above Christmas lighting display for the Jasper office and the very pleasing effects caused much favorable comment.

Operated by a home-made, drum-type rotary flasher placed on the building roof, the star, when in operation, went through a variety of eye-catching electric gymnastics, different parts lighting up symetrically in rotation.

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MORE NEWS FROM BATON ROUGE

The Savannah Electric & Power Company is getting the services of a mighty fine chap when W. R. "Dick" Walker leaves the Baton Rouge Sales to take over his new job . . . After hearing Jewel Allen, Baton Rouge Steno, relate the discomfort of her recent attack of ivy-poisoning we congratulate Ed Muse, Baton Rouge Claims, that his recent inconvenience was merely the removal of an appendix . . . Harold Paaske, Louisiana Station, and Frances Bush, Baton Rouge Gas, are also among those recovering from appendectomies (removal of appendix to you guys). . . .

Cupid has been a regular little cut-up in the capital city . . . C. C. McCrory, Baton Rouge Billing, sports a new bride in the person of Olive Porche of Houma . . . Two feminine members of Baton Rouge Office have said "yes" . . . Maree Barnette to Jack Justice of Ethyl Research Lab. . . . Eula Blanchard to Civil Engineer Clarence Lowe of Boyce & Igo Co. . . .

R. L. "Bob" Guidry, Baton Rouge Gas, resigns to accept a "sweet" job with a Porto Rican sugar concern . . . Edna Rae, a bouncing baby girl, born to the Hills on December 22 . . . Papa Albert is in Baton Rouge Gas . . .

"MUCH ADO about PRACTICALLY NOTHING" . . . H. P. "Bert" Lindee, Baton Rouge Ass't. Chief Clerk, passing out the seegars when his pint-sized pup showed up with two thimble-sized off-spring . . .

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LAKESIDE STATION: Messrs. Hirsch, Boutte, and Lacour attended the Annual Meeting in Beaumont. We noted a definite expanding of chests evidently due to the Service Awards with Sparklers. . . . Thirteen degrees above and three inches of snow on the ground. Handsome snow-men and women were built in the plant yard and several interesting snowball fights took place. . . . Charlie Arisco says W. J. Johnston had better obey orders from him now, otherwise he will flash the "Gold Pin" on him and send him to the office. . . . Maintenance crew busy building a new all metal surge tank and painting equipment in the auxiliary room. . . . F. T. Downing had the misfortune to wreck completely his car before Xmas. Fortunately he escaped serious injuries. . . . Mr. Hirsch and E. W. Swinney saw the Sugar Bowl Game. . . . Hats off to Mr. Hirsch for putting out a winning bowling team. M. L. Breaux, who is our representative on the team from the power plant, has quickly developed into a good bowler.

STANDARDS COMMITTEE MEETS

The January 15 meeting of the Gulf States Standards Committee was held in Beaumont and attended by H. E. Braunig, Chairman, R. F. Reid, Sec'y., A. E. Beattie and R. W. Sherwood of Lake Charles, D. H. Kirk, J. V. Post and F. G. Hornsby of Baton Rouge, H. E. Brown of Navasota, E. C. Adams, R. E. Cargill and J. B. Coltharp of Beaumont.

This meeting was held for the purpose of considering revisions to the Company's service rules and regulations. In conjunction with the rate department and superintendents a study was made of company rates for the purpose of outlining methods of metering for the various rates.

4 KV CHANGE-OVER AT BEAUMONT TRAVIS SUBSTATION PROGRESSES

The work of changing the Beaumont Travis Substation 2.3 Kv feeders to 4 Kv is progressing on schedule. All of the special transformers needed and all of the neutral conductors have been installed. Duplicate switches and busses are being installed at Travis Substation and all transformer vaults and platforms, so that loads can be quickly switched from 2.3 Kv to 4 Kv. Transformers in the residential district are being so grouped that the cut over to 4 Kv can be made with only a momentary outage. Every effort has been made to minimize the number and duration of the necessary interruptions and no customer will be without service more than five minutes.

All preliminary work will be completed during the latter part of February and the change over to 4 Kv will start the first of March.

G. S. U. REPRESENTED AT POWER CONFERENCE

The Petroleum Electric Power Association's Eleventh Annual Conference in Houston, December 14-15, was attended by 57 utility men representing 27 companies from 11 oil-producing states. The Association co-operates with the petroleum industry in making effective use of electric service and carries on a national advertising program in the oil journals.

1939 attendance from the Gulf States included: Tom P. Walker, C. F. Terrell, L. F. Riegel, H. V. Faber, E. L. Robinson, L. V. Dugas, C. F. Contois, A. J. Dubus, H. C. LeVois and J. K. Jones.

RIGHT TO BE PROUD

Orchids to H. E. Braunig and his Central Division bunch! This division topped all others during 1939 so far as merchandise sales were concerned. Bogied for 400 points they stacked up 431, leading their nearest opponent by a generous margin.

*Did you make a passing grade
on Reddy's First College of
Kilowatt Knowledge Lesson?*